

New Jersey Statewide Network for Cultural Competence Quarterly Meeting Notes - March 26, 2014

In Attendance:

Robert Like, M.D. (RWJMS), Nick V. Montalto (Diversity Dynamics), Sophia Rossovsky (Diversity Experts, Inc.), Janet Gwiazda (Dept of Human Services), Liz Fortunato (Dept. of Human Services), Dale Oyei-Afisi (COPSA Geriatric Services, Rutgers UBHC), ShelleyAnne Dacres (The Boggs Center), Andrea O'Neill (NJ Dept. of Children & Families, Project Launch), Nancy Scotto-Rosato (Dept. of Health/Birth Defects & Autism Registry), Diana Autin (SPAN), Zenaida Steinhauer (Dept. of Health/Birth Defects & Autism Registry), Shakira Linzey (Central Jersey Family Health Consortium), Yvette Murry (YRM Consulting Group, LLC).

MINUTES

Welcome and Introductions of New Members and Guests

Thanks to Janet Gwiazda for hosting the meeting in Quakerbridge.

Working Group 1 Report – Professional Development and Community Education (Bob Like)

Due to the short timeframe and logistical challenges, a decision was made jointly with Marion McLaurin (Family Services Association of South Jersey) to not hold the NJSNCC conference in Atlantic City in June and to instead wait for the Fall 2014 and hold it in Central New Jersey.

Zenaida reported that NJDOH is able to provide a \$10K grant to help support the conference through a grant to SPAN. The inclusion of content related to Autism Spectrum Disorder will be needed. DOH needs to have a discussion with Diana Autin from SPAN re funding for the Conference & what monies can cover. This will be clarified with SPAN in writing. Additional issues to be addressed include whether fees/honoraria can be provided for speakers and whether CEUs can be provided. The latter could be an incentive for participants if available & might increase attendance but will depend upon the overall conference budget.

Nancy gave an overview of her position at the DOH and her area of expertise which is autism. She highlighted some gaps in early identification of autism in children with various cultural backgrounds and lower rates of autism among culturally diverse populations.

The following suggestions were offered for potential conference locations for one of the following September dates (9/12/14, 9/19/14, 9/22-23/14) pending availability and costs:

- * The Crown Plaza in Monroe - Yvette to look into this
- * J & J
- * PSE& G
- * Brookdale College - Nick Montalto to look into this
- * NJHA – Zenaida to look into this
- * Training Academy in New Brunswick
- * New Jersey Law Center (off Rte. 1)

Zenaida Steinhauer, Nancy Scotto-Rosato & Diana Autin volunteered to form the Conference Coordinating Team. More members are welcome. Helen Dao to be included as part of the Planning Committee.

The draft proposed conference agenda developed by Bob Like will be expanded and additional suggestions for workshops and speakers should be sent to Zenaida.

Estimated number of conference attendees: 125-150 people

Diana Autin discussed Webinar Series proposed in previous meeting:

- * Monthly webinars - 1st webinar in 1st 6 months
- * Adobe Connect Access - can provide recording; there is a free version, or a minimal cost for this
- * Possible Network members who can conduct webinars:
 - Yvette Murry
 - Sophia Rossovsky
- * Train the Trainers program - was successful in the past; having a repeat of this training in the future is worth considering.

Working Group 2 Report - Strategic Communication and Marketing (Nick Montalto)

Recruitment for the work group was good (roughly 20 people signed up to work on the Task Force) but active participation has been disappointing (5 to 7 people at meetings): without active participation, there's a limit on what we can get done.

Not counting the first meeting which took place after the last quarterly meeting, we have had two meetings, the last being on March 14.

The charge to our Task Force based on our strategic planning last year was: first) to develop a social media presence, 2nd) to revamp the website, including exploring the possibility of using the website to include training resources; and 3rd) exploring the feasibility of developing a newsletter.

SOCIAL MEDIA

Our biggest accomplishment has been the establishment of the Facebook page, which currently has 21 likes. We also developed a protocol for managing the page, which includes content standards, posting frequency (3X per week), the role of content creators, and the role of the page manager. Right now, Bob and Nick are trying to post once a week. In response to a request for people to volunteer to serve as content creators, which went out to the entire listserv, there were 5 people who responded. The Leadership Team has to decide how many content creators it actually wants.

In regards to the Facebook page, Diana suggested giving 5 people responsibility for specific days. Nick was not too keen on being locked into a set schedule. Weekly postings will continue to take place for now by Nick, Bob, and Diana.

We've also established a LinkedIn page which has only a few members.

WEBSITE

We've begun the process of reviewing the Network website with a view towards upgrading the website to make it both more attractive and more useful as far as content is concerned.

As part of this process, Zenaida and Nick spoke to Dan Emmer, who agreed to work with us on this process. However, we need to be clear as to what we want to accomplish with the website, and therein lies the rub. Liz Fortunato, who has been working with our Work Group, is taking this issue on and will develop some recommendations for how we can use the website, bearing in mind that our resources are limited and so we have to keep our aspirations in check, unless, of course, someone comes along willing to invest more time than Zenaida can currently contribute to this effort.

There are two issues, both of which are related to mission. How broadly do we want to define the mission of the Network? All forms of diversity, or just cultural diversity? And then once we're clear on that point, how do we want to use the website to advance our mission?

As part of the website review, we also took a look at the current directory. Although we didn't come to a firm conclusion, it's quite possible that the directory has outlived its usefulness, other than as a way of registering groups as network members.

NEWSLETTER

We haven't been able to make any progress with the newsletter, mainly because we don't have anyone to take charge of this effort, and perhaps form a small sub-committee of volunteers.

Working Group 3 Report - Recruitment and Social Capital Development (Stephanie Rodriguez)

An agreement was made to merge the membership work of this committee with ongoing efforts to revise the directory, rather than having two different categories of participants. Sophia is proposing three different tiers of participation. It was suggested to incorporate volunteer/workgroup work as part of the LT tier.

Additional Topics:

Dr. Like suggested a social media session for Network members - learn about use of social media such as Twitter, navigating Facebook, etc.

Shakira Linzey volunteered to host the next Quarterly Membership Meeting.

When: June 18, 2014

Place: Central Jersey Family Health Consortium, North Brunswick

Time: 1:00 - 3:30 pm (12:30 - networking lunch/brown bag)

The Planning Committee will meet once the dates and venues have been identified and more information gathered regarding the sites.

The meeting ended at 3:30 p.m.